



WLOS Asheville
110 Technology Dr
Asheville, NC 28803

Innovative Advertising-Mandeville
4250 Hwy 22
Mandeville, LA 70471

Contract # 1402751

Schedule Dates 10/31/12-11/04/12
Advertiser North Carolina Supreme Court (74597)
Agency Innovative Advertising-Mandeville (13092)
Product POLITICAL ISSUE (ns) (1187)
Brand NC SUPREME COURT GREENSBORO CAMP (47971)
Salesperson HOUSE-ASHEVILLE, WLOS/WMYA (1552)
Sales Office WLOS/WMYA/ILOS/IMYA
Buyer Name Guerra ,Heidi
Phone/Fax (985) 377-7161 / (985) 377-7118
CPE N/A
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 10/30/12
Last Modified 10/30/12
Entered By Jamie Aynes
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,672.75
Net Total \$20,812.25
Sales Tax

Asheville (WLOS)

By Broadcast Month	Spots	Rate
Nov. 2012	42	\$24,485.00
Grand Total:	42	\$24,485.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/31/12-11/01/12	3	:30	4:30A- News-News 13 @ 430a	3			X	X				3	\$40.00	\$120.00	Asheville (WLOS)		10/30/12
2.0	Normal Line / News	10/31/12-11/02/12	3	:30	5A- News-News 13 Early 5am	3			X	X	X			3	\$200.00	\$600.00	Asheville (WLOS)		10/30/12
3.0	Normal Line / News	10/31/12-11/02/12	3	:30	7A- ABC-Good Morning America	3			X	X	X			3	\$700.00	\$2,100.00	Asheville (WLOS)		10/30/12
4.0	Normal Line / News	10/31/12-11/02/12	3	:30	11:58:41A- News-News 13 at Noon	3			X	X	X			3	\$400.00	\$1,200.00	Asheville (WLOS)		10/30/12
5.0	Normal Line / News	10/31/12-11/02/12	3	:30	12:30P- News-News 13 at 1230p	3			X	X	X			3	\$350.00	\$1,050.00	Asheville (WLOS)		10/30/12
6.0	Normal Line / News	10/31/12-11/02/12	3	:30	5:28P- News-News 13 at 5:30p	3			X	X	X			3	\$700.00	\$2,100.00	Asheville (WLOS)		10/30/12
7.0	Normal Line / News	10/31/12-11/02/12	3	:30	5:58P- News-News 13 at 6p	3			X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/30/12
8.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:58:50P- Wheel of Fortune	3			X	X	X			3	\$900.00	\$2,700.00	Asheville (WLOS)		10/30/12
9.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	7:30P- 8P (EST)	3			X	X	X			3	\$1,000.00	\$3,000.00	Asheville (WLOS)		10/30/12
10.0	Normal Line / News	10/31/12-11/01/12	3	:30	10:59:56P- News-News 13 11p Late News	3			X	X				3	\$800.00	\$2,400.00	Asheville (WLOS)		10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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11.0	Normal Line / Prime	10/31/12-10/31/12	3	:30	8P- 9P (EST)				1					1	\$1,500.00	\$1,500.00	Asheville (WLOS)		10/30/12
12.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	8P- ABC-Last Resort (Thursday)					1					\$1,000.00		Asheville (WLOS)		10/30/12
12.0.1	Preempt	11/01/12															Asheville (WLOS)	Pre-empt/Exception -	
13.0	Normal Line / Prime	11/01/12-11/01/12	3	:30	10P- ABC-Scandal (Thursday)					1					\$1,400.00		Asheville (WLOS)		10/30/12
13.0.1	Preempt	11/01/12															Asheville (WLOS)	Program Change/Exception -	
14.0	Normal Line / News	11/03/12-11/03/12	3	:30	8A- ABC-Good Morning America Saturday							1		1	\$300.00	\$300.00	Asheville (WLOS)		10/30/12
15.0	Normal Line / News	11/04/12-11/04/12	3	:30	8A- ABC-Good Morning America Sunday								1	1	\$240.00	\$240.00	Asheville (WLOS)		10/30/12
16.0	Normal Line / News	11/04/12-11/04/12	3	:30	6:30P- 7P (EST)								1	1	\$750.00	\$750.00	Asheville (WLOS)		10/30/12
17.0	Normal Line / Prime Premium	11/04/12-11/04/12	3	:30	8P- ABC-Annual CMA Awards								1		\$3,000.00		Asheville (WLOS)		10/30/12
17.0.1	Preempt	11/04/12															Asheville (WLOS)	Pre-empt/Exception - show runs 11/01	
18.0	Normal Line / Football	11/03/12-11/03/12	3	:30	12:30P- Sports-ACC Football							1		1	\$500.00	\$500.00	Asheville (WLOS)		10/30/12

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19.0	Normal Line / News	10/31/12-11/02/12	3	:30	5:28A- News-News 13 Early 530a	3			X	X	X			3	\$300.00	\$900.00	Asheville (WLOS)		10/30/12
20.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:00:30P- Katie	3			X	X	X			3	\$175.00	\$525.00	Asheville (WLOS)		10/30/12
21.0	Normal Line / Football	11/03/12-11/03/12	3	:30	3:30P- Sports-ABC College Football							1		1	\$1,500.00	\$1,500.00	Asheville (WLOS)		10/30/12

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